



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

**Contract #** 847390  
**Schedule Dates** 09/04/12-09/13/12  
**Advertiser** American Crossroads (33954)  
**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - Ballot Issue (1195)  
**Brand** 690/BALLOT (175406)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (202) 559-6428 /  
**CPE** 11/27/690  
**Account Types** National/Political Issue - Agency  
**Billing Type** Weekly/Irregular  
**Comments** AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

Charlotte (WCNC) (WCNC)		
By Broadcast Month	Spots	Rate
Sep. 2012	47	\$35,900.00
<b>Grand Total:</b>	<b>47</b>	<b>\$35,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
1.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	11P- 11:34P (ET)						1			1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/8/12	
2.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	4P- 4:59P (ET)						1			1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)	4:00 PM NEWS	8/8/12	
3.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	4:59P- 5:29P (ET)							1			1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 5PM	8/8/12
4.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	4:58A- 5:58A (ET)						1			1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	8/8/12	
5.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	5:59P- 6:30P (ET)							1			1	\$950.00	\$950.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	8/8/12
6.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	5:58A- 6:58A (ET)							1			1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	8/8/12
7.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	6:58A- 9A (ET)							1			1	\$750.00	\$750.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	8/8/12
8.0	Normal Line / SPOT	09/07/12-09/07/12	4	:30	7:30P- 7:58P (ET)							1			1	\$1,550.00	\$1,550.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	8/8/12
9.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	11P- 11:34P (ET)		1								1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/8/12
10.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	11:59A- 12:30P (ET)		1								1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)	MIDDAY NEWS	8/8/12
11.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	4:58A- 5:58A (ET)		1								1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	8/8/12
12.0	Normal Line / SPOT	09/10/12-09/10/12	3	:30	5:29P- 5:59P (ET)		1								1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	NEWS @ 530PM	8/8/12
13.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	6:59P- 7:30P (ET)		1								1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/8/12
14.0	Normal Line / SPOT	09/10/12-09/10/12	4	:30	7:30P- 7:58P (ET)		1								1	\$1,550.00	\$1,550.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	8/8/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Crossroads Media LLC  
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**Contract #** **847390**

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<b>Product</b>	Political - Ballot Issue (1195)
<b>Brand</b>	690/BALLOT (175406)
<b>Salesperson</b>	Nesci, Mark (3195)
<b>Sales Office</b>	HRP - Washington DC
<b>Buyer Name</b>	MARONEY,STEPHANIE
<b>Phone/Fax</b>	(202) 559-6428 /
<b>CPE</b>	11/27/690
<b>Account Types</b>	National/Political Issue - Agency
<b>Billing Type</b>	Weekly/Irregular
<b>Comments</b>	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

<b>Date Entered</b>	08/08/12
<b>Last Modified</b>	08/08/12
<b>Entered By</b>	Melissa Welch
<b>CO-OP</b>	No
<b>Headline #</b>	06244810
<b>Demo</b>	
<b>Order Type</b>	Normal
<b>Package Deal</b>	
<b>Commission %</b>	15.00
<b>Commission</b>	\$5,385.00
<b>Net Total</b>	\$30,515.00
<b>Sales Tax</b>	

<b>Charlotte (WCNC) (WCNC)</b>		
<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Sep. 2012	47	\$35,900.00
<b>Grand Total:</b>	<b>47</b>	<b>\$35,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	09/09/12-09/09/12	4	:30	8A- 9A (ET)							1	1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)	NBC SUNDAY TODAY	8/8/12	
16.0	Normal Line / SPOT	09/06/12-09/06/12	4	:30	11P- 11:34P (ET)					1				1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/8/12
17.0	Normal Line / SPOT	09/06/12-09/13/12	4	:30	4P- 4:59P (ET)						1			2	\$400.00	\$800.00	Charlotte (WCNC) (WCNC)	4:00 PM NEWS	8/8/12
18.0	Normal Line / SPOT	09/13/12-09/13/12	3	:30	4:59P- 5:29P (ET)						1			1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 5PM	8/8/12
19.0	Normal Line / SPOT	09/06/12-09/06/12	4	:30	4:58A- 5:58A (ET)						1			1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	8/8/12
20.0	Normal Line / SPOT	09/06/12-09/06/12	3	:30	5:29P- 5:59P (ET)						1			1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	NEWS @ 530PM	8/8/12
21.0	Normal Line / SPOT	09/13/12-09/13/12	3	:30	5:59P- 6:30P (ET)						1			1	\$950.00	\$950.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	8/8/12
22.0	Normal Line / SPOT	09/06/12-09/06/12	4	:30	5:58A- 6:58A (ET)						1			1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	8/8/12
23.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	6:59P- 7:30P (ET)						1			1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/8/12
24.0	Normal Line / SPOT	09/13/12-09/13/12	4	:30	6:58A- 9A (ET)						1			1	\$750.00	\$750.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	8/8/12
25.0	Normal Line / SPOT	09/04/12-09/04/12	4	:30	11P- 11:34P (ET)						1			1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/8/12
26.0	Normal Line / SPOT	09/04/12-09/04/12	4	:30	11:59A- 12:30P (ET)					1				1	\$250.00	\$250.00	Charlotte (WCNC) (WCNC)	MIDDAY NEWS	8/8/12
27.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	4P- 4:59P (ET)					1				1	\$400.00	\$400.00	Charlotte (WCNC) (WCNC)	4:00 PM NEWS	8/8/12
28.0	Normal Line / SPOT	09/11/12-09/11/12	3	:30	4:59P- 5:29P (ET)					1				1	\$550.00	\$550.00	Charlotte (WCNC) (WCNC)	NEWS @ 5PM	8/8/12

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<b>CPE</b>	11/27/690
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<b>Last Modified</b>	08/08/12
<b>Entered By</b>	Melissa Welch
<b>CO-OP</b>	No
<b>Headline #</b>	06244810
<b>Demo</b>	
<b>Order Type</b>	Normal
<b>Package Deal</b>	
<b>Commission %</b>	15.00
<b>Commission</b>	\$5,385.00
<b>Net Total</b>	\$30,515.00
<b>Sales Tax</b>	

**Charlotte (WCNC) (WCNC)**

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Sep. 2012	47	\$35,900.00
<b>Grand Total:</b>	<b>47</b>	<b>\$35,900.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	4:58A- 5:58A (ET)			1						1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	8/8/12
30.0	Normal Line / SPOT	09/04/12-09/11/12	3	:30	5:29P- 5:59P (ET)				1					2	\$600.00	\$1,200.00	Charlotte (WCNC) (WCNC)	NEWS @ 530PM	8/8/12
31.0	Normal Line / SPOT	09/04/12-09/04/12	3	:30	5:59P- 6:30P (ET)				1					1	\$950.00	\$950.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	8/8/12
32.0	Normal Line / SPOT	09/04/12-09/11/12	4	:30	5:58A- 6:58A (ET)				1					2	\$700.00	\$1,400.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	8/8/12
33.0	Normal Line / SPOT	09/11/12-09/11/12	4	:30	6:59P- 7:30P (ET)				1					1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/8/12
34.0	Normal Line / SPOT	09/04/12-09/04/12	4	:30	6:58A- 9A (ET)				1					1	\$750.00	\$750.00	Charlotte (WCNC) (WCNC)	TODAY SHOW	8/8/12
35.0	Normal Line / SPOT	09/04/12-09/04/12	4	:30	7:30P- 7:58P (ET)				1					1	\$1,550.00	\$1,550.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	8/8/12
36.0	Normal Line / SPOT	09/05/12-09/05/12	4	:30	11P- 11:34P (ET)					1				1	\$850.00	\$850.00	Charlotte (WCNC) (WCNC)	LATE NEWS @ 11PM	8/8/12
37.0	Normal Line / SPOT	09/05/12-09/12/12	3	:30	4:59P- 5:29P (ET)					1				2	\$550.00	\$1,100.00	Charlotte (WCNC) (WCNC)	NEWS @ 5PM	8/8/12
38.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	4:58A- 5:58A (ET)					1				1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)	NEWS @ 5AM	8/8/12
39.0	Normal Line / SPOT	09/05/12-09/05/12	3	:30	5:29P- 5:59P (ET)					1				1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)	NEWS @ 530PM	8/8/12
40.0	Normal Line / SPOT	09/12/12-09/12/12	3	:30	5:59P- 6:30P (ET)					1				1	\$950.00	\$950.00	Charlotte (WCNC) (WCNC)	NEWS @ 6PM	8/8/12
41.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	5:58A- 6:58A (ET)					1				1	\$700.00	\$700.00	Charlotte (WCNC) (WCNC)	NEWS @ 6AM	8/8/12
42.0	Normal Line / SPOT	09/12/12-09/12/12	4	:30	6:59P- 7:30P (ET)					1				1	\$1,400.00	\$1,400.00	Charlotte (WCNC) (WCNC)	JEOPARDY	8/8/12

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**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06244810  
**Demo**  
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**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,385.00  
**Net Total** \$30,515.00  
**Sales Tax**

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By Broadcast Month	Spots	Rate
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43.0	Normal Line / SPOT	09/05/12-09/05/12	4	:30	7:30P- 7:58P (ET)				1					1	\$1,550.00	\$1,550.00	Charlotte (WCNC) (WCNC)	WHEEL OF FORTUNE	8/8/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Date:

Comments: